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Publications must be printed and distributed in original and unaltered form with the addition of the statement “This CMS publication is re-printed courtesy of Your Organization (Month and Year of re-printing)” on the back cover of the publication.

Unauthorized use of the CMS name and/or marks or reproduction/distribution of CMS materials may result in civil penalties under section 1140 of the Social Security Act (42 U.S.C. Section 1320b-10). Penalties may be imposed for any use:

- that the person knows or should know, gives the false impression that the use is approved, endorsed, or authorized by CMS, or that such person has some connection with, or authorization from, CMS.
- that would defame or otherwise damage the Agency and its programs (This would include placement of the marks or materials in proximity to sensitive or controversial content.)
- in which a CMS form, application, publication, or other materials or products bearing a CMS mark are reproduced, reprinted or distributed for a fee, that has not been specifically authorized by CMS.

Offenders are subject to fines of up to \$5,000 per violation or in the case of a broadcast or telecast violation, \$25,000.

EFFECTIVE DATE: October 2005

Authorized Users

CMS Identity/Program marks and Publications are available for use by CMS staff and partners after obtaining approval through CMS’ Office of External Affairs.

(Note: The Medicare Prescription Drug Benefit program authorizes Medicare PDPs and MA-PDs to use the Medicare Prescription Drug Benefit program mark only after written notification of approval into the program.)

Use of CMS Identity/Program Marks on Items for Sale or Distribution

CMS forms, applications, publications, or other materials or products bearing a CMS mark may not be reproduced, reprinted or distributed for a fee, that has not been specifically authorized by CMS. Approved entities may use CMS Identity/Program Marks on items they distribute, provided the item follows guidelines for nominal gifts, as stated below:

National Gifts Provision: Some entities may choose to offer gifts to the public. This practice is permitted as long as the gifts are of nominal value and are provided whether or not the individual is enrolled in a CMS program. Nominal value is defined as an item worth \$15 or less, based on the retail purchase price of the item.

Approval/Acceptance of Terms and Conditions of Use

Requests to distribute material bearing the CMS Identity/Program marks should be submitted to CMS at least fourteen (14) days prior to the anticipated date of production/distribution.

Approved requests will be effective for a specified period and only for those items for which the mark was requested. Users who accept the CMS terms and conditions will be directed to a link on the CMS website where the mark files can be downloaded.

Restrictions on Use of CMS Identity/Program Marks

Unless otherwise approved, individuals, organizations, and/or commercial firms who do not accept the terms and conditions of use, may not distribute materials bearing the CMS marks or protected words.

Unauthorized use of CMS Identity/Program marks should be reported immediately so that appropriate legal action can be taken. Reports of unauthorized use should be referred to CMS' Office of External Affairs at 7500 Security Blvd., C1-16-03, Baltimore, MD 21244-1850, or by telephone to 410.786.7214.

Medicare Prescription Drug Benefit Program Mark Guidelines

Agency

Department of Health and Human Services (DHHS), Centers for Medicare & Medicaid Services (CMS), Office of External Affairs (OEA).

Summary

These usage guidelines provide information and instructions to all approved entities on the use of the Medicare Prescription Drug Benefit program mark.

EFFECTIVE DATE: June 2005

Positive Program Mark

The Medicare Prescription Drug Benefit program mark is a logotype comprised of the words Medicare Rx with the words Prescription Drug Coverage directly beneath.



Always use reproducible art available electronically. Do not attempt to recreate the program mark or combine it with other elements to make a new graphic. Artwork will be supplied in .EPS, .TIFF or .JPG format after notification of approval into the program. Other file formats are available from CMS' Office of External Affairs upon request.

Negative Program Mark

The Medicare Prescription Drug Benefit program mark may be reversed out in white. The entire mark must be legible.



Approved Colors

The 2-color mark is the preferred version. It uses burgundy and 65% process black. It is recommended that if the DHHS logo and/or the CMS mark are used in conjunction with the brand mark, that the black versions of those logos be used.



The 1-color version in grayscale is acceptable. The mark elements are 100% black except for the word "Medicare" which is 55% black.



The 1-color version in 100% black also is acceptable.



Languages

The Spanish version of the Medicare Prescription Drug Benefit program mark may be used in place of the English language version on materials produced entirely in Spanish. The 2-color version is preferred, but the grayscale, black and negative versions may be used.



Size

To maintain clear legibility of the program mark, never reproduce it at a size less than 1" wide. The entire mark must be legible.



Clear Space Allocation

The clear space around the Medicare Prescription Drug Benefit program mark prevents any nearby text, image or illustration from interfering with the legibility and impact of the mark. The measurement "x" can be defined as the height of the letter "x" in "Rx" in the program mark. Any type or graphic elements must be at least "x" distance from the mark as shown by the illustration.



Bleed Edge Indicator

The program mark may not bleed off any edge of the item. The mark should sit at least 1/8 inch inside any edges of the item.

Incorrect Use

- Do not alter the position of the mark elements.
- Do not alter the aspect ratio of the certification mark. Do not stretch or distort the mark.
- Always use the mark as provided.
- Do not rotate the mark or any of its elements.
- Do not alter or change the typeface of the mark.
- Do not alter the color of any of the mark elements.
- Do not position the mark near other items or images. Maintain the clear space allocation.
- Do not position the mark to bleed off any edge. Maintain 1/8 inch safety from any edge.
- Do not use any of the mark elements to create a new mark or graphic.
- Do not use the mark on background colors, images or other artwork that interfere with the legibility of the mark.

Card Design

- Usage of the Medicare Prescription Drug Benefit program mark on any item must follow the guidelines.
- On the card, the mark must be positioned within the bottom third of the card.
- Included on the card must be the words: “Prescription Drug Plan.” It must be in no smaller than 10 point type and should be positioned within the top third of the card. The type must not bleed and it must be legible.

